

**KHNL-TV/KHBC-TV/KOGG-TV/KHNL-DTV  
HONOLULU, HAWAII  
A DESCRIPTION OF PROGRAMS PROVIDING THE MOST SIGNIFICANT  
TREATMENT OF COMMUNITY ISSUES  
OCTOBER 1 – DECEMBER 31, 2008**

<b><u>PROGRAM</u></b>	<b><u>DAY</u></b>	<b><u>TIME</u></b>
Local News		
<b>KHNL News 8 Sunrise</b>	Monday – Friday	5:00 a.m.
<b>KHNL News 8 Today</b>	Monday – Friday	6 a.m.
<b>KHNL News 8 Now!</b>	Monday – Friday	11 a.m.
<b>KHNL News 8 @ 5</b>	Sunday – Friday	5 p.m.
<b>KHNL News 8 @ 6</b>	Monday – Saturday	6 p.m.
<b>KHNL News 8 @ 10</b>	Monday – Sunday	10 p.m.(Rpt. at 1 a.m.)

Local news shows reporting community events and covering community issues. All shows are locally produced mixing news, weather, and sports issue-responsive segments.

<b>Meet the Press</b>	Sunday	7 – 8 a.m.
-----------------------	--------	------------

Roundtable of government officials and top journalists discussing the leading political issues of the day.

<b>Today Show</b>	Sunday	6 – 7 a.m.
	Monday – Friday	7 – 10 a.m.
	Saturday	5 – 7 a.m.

Daily informational news you can use show.

<b>NBC Nightly News</b>	Monday – Sunday	5:30 – 6 p.m.
-------------------------	-----------------	---------------

National Nightly News Show providing a round-up of the day's major news events, as well as in-depth reports on issues of public concern.

<b>Dateline NBC</b>	Friday	7 - 8/8 – 9 p.m.
	Sunday	6 – 7 p.m.

Network program featuring investigative reporting on controversial issues facing the public. The program consists of multiple segments usually 8 – 12 minutes in duration.



## **PUBLIC SAFETY** Weather, crime, protection, prevention, including positive public safety issues.

### **Local Newscasts**

#### **SCAM ALERTS**

**Oct 8 2008 05:00PM** A safety alert tonight. Beware of phone calls from scam artists, who are posing as Hawaiian electric employees. Heco says, these impersonators are contacting customers, saying their electric bill is overdue and they must pay, now.

#### **PRODUCT SAFETY RECALLS**

**Oct 20 2008 06:00PM** And some late breaking news, cookies made in China but sold here in Hawaii are being recalled tonight. Koala's March cream filled cookies may be contaminated with melamine. The Hawaii state department of health is contacting retailers, wholesalers and distributors statewide and asking them to remove the product.

**Nov 10 2008 10:00PM** A safety alert tonight about a product that may be in your pantry. The Hawaii State Department of Health announced a voluntary recall of nestle Nesquik strawberry powder. It was distributed in Hawaii and sold recently in local stores.

#### **DRUGS AND SCHOOLS**

**Dec 22 2008 10:00PM** Honolulu police tonight raided a Kalihi bar in their effort to crack down on illegal drug activity near public schools. You're looking at video just into our newsroom of officers at club 77 on Republican Street. It's located just across the Street from Puuhale Elementary school. That was the second drug bust today. This morning, officers with the Kalihi crime reduction unit arrested two men and one woman for allegedly dealing Crystal meth near Kalihi Kai Elementary.

**Dec 23 2008 05:00PM** Four people are in custody following a drug bust in Kalihi. It happened last night, at "club 77" on Republican Street, across from puuhale Elementary school. Investigators say, this was the culmination of a two month investigation, into an employee selling drugs at the club.

#### **SHARKS!**

**Oct 3 2008 10:00PM** On the Island of Maui today ocean safety crews closed three beaches on the Island's south side after a confirmed shark sighting. Kamaole beach parks 1, 2 and 3 were all closed to the public after a ten foot tiger shark was spotted just before one o'clock. Officials say the shark was feeding on a turtle.

**Oct 21 2008 05:00PM** Warning signs are posted for a shark sighting at kalama beach park. The beach remains open, but officials warn people to stay out of the water. It is not known what kind of shark was spotted.

**Dec 16 2008 05:00PM** Lifeguards warn beach goers of a shark sighting at makaha beach. They say an 8 to 10 foot shark was seen swimming near the shore break at about ten this morning. Since the recent heavy rains and subsequent flooding, ocean safety officials have warned against potential dangers.

#### **CONTAMINATED WATER**

**Dec 12 2008 05:00PM** Health officials caution beach goers from going back into the ocean. Debris blown into the ocean yesterday has made the water in some beaches murky and Brown. This means microorganisms, chemicals and other dangers are polluting the water. The department of environmental services says over 100 thousand gallons of wastewater poured into canals, lakes and bays around Oahu today. Here's a look at where the spills happened. Over 17 thousand gallons poured into enchanted lake and 15- thousand into kawaiinui marsh.

**Dec 13 2008 06:00PM** Runoff from the storm continues to pour into the ocean, making for murky conditions. At Haleiwa beach, a handful of surfers braved the chocolate like water conditions. But Department of Health officials are advising the public to take precautions when coming into contact with flood waters because of the possible risk of leptospirosis infection.

## **WAR ON DRUGS**

**Dec 26 2008 05:00PM** Law enforcement authorities are celebrating nearly a dozen years of the weed and seed program on Oahu. The u s justice department initiative aims to reduce drug activity and gang violence in targeted neighborhoods. Local officials say the partnership between police and concerned citizens has resulted in numerous drug suspects being sent to federal prison.

## **FIREWORKS**

**Dec 26 2008 05:00PM** It wouldn't be new year's in Hawaii without fireworks, and if you want to get them, today is the first day you can buy them legally. Fireworks are big part of how we ring in the new year. But fire officials advise people to buy legal fireworks from stores.  
**Dec 29 2008 06:00PM** And once again, today, police and fire officials held a press conference to stress the importance of handling fireworks safely, and properly. **SOUNDBITE:** HFD's Captain Terry Seelig: "We as public safety officials are here to protect people from harm, to teach them help themselves and not to get harmed and to protect their property". Captain Seelig says when using fireworks also consider time, place and manner.

**PROGRAM:** THINK ABOUT IT

**DATE/TIME AIRED:** Mondays, 6:30pm  
Tuesdays, 6:00am and 5:30pm  
Wednesdays, 7:00am and 6:30pm  
Thursdays, 6:00am and 5:30pm  
Fridays, 7:00am  
(See scripts for exact dates.)

**DURATION:** 60 – 90 seconds

## **SUMMARY/SCRIPT:**

### **November 24, 2008    Con-Text**

The idea that people would play video games or text message while driving is a bit hard to comprehend. Then again, since we all know people who eat, change CD or iPod tunes, put on make-up, read, or turn to converse with their others in the car, nothing is really surprising on the road, perhaps.

The next time you pull up next to someone who is looking down while driving, you might wonder if they are looking at a mustard stain on their shirt or contemplating their navel, but they could be updating their friend on the latest hit from the "High School Musical 3". Needless to say, the City Council proposal to ban texting and playing video games while driving will be hard to police. Clever texters will simply hide the naughty object below window level, which many people do now, without even thinking twice about it. And how will law enforcement officers enforce the rule. A negligent driver who doesn't use a seat belt is much easier to detect.

Banning what people can and cannot do while driving obviously goes far beyond common sense in our new technologically-enabling world . After all, we've all seen stupid drivers- it's always the other guy- but there's no law against stupidity on the road, is there? Watching people bend their necks to talk and drive, or eat and drive, should certainly bring concern to nearby drivers.

And a vote to ban text messaging and video game playing is a worthwhile gesture. But how to enforce the law, if passed, that will invariably be the issue in deterring the activity. Think about it...

**December 3, 2008**      **Copper Calm**

Copper capers have calmed down considerably of late. Nice to know that conniving creeps have cooled their quest for copper. Copper keeping apparently isn't quite as lucrative as it used to be- yes copper cable costs have crashed. Even amongst the thieves, the laws of supply and demand take effect- less value, less reason to steal.

And the price of copper has dwindled globally, not just here. Cops who catch copper crooks say the tougher laws requiring sellers to show picture IDs and an official statement of where they got the copper from makes it that much tougher to simply snip away and slip away when grabbing the goods from roadways, schools, and business establishments. Tough economic times might cause the numbers to rise, but if the price per pound for this formerly precious metal keeps dropping, this might be an example of market-driven economics- no market, no great value for thieves.

It would be naïve to think that desperate people will not resort to other forms of petty theft in these tough times, and certainly the attention paid to this problem by HPD has helped. It would also be wrong to allow the requirements of sellers to be sloughed off by recycling companies. But the calming of cut copper cables can help to allow cops to be constantly cautious of other conniving criminal capers. Think about it...

**December 15, 2008**      **Drinking Whoas**

Just when you thought that perhaps people had gotten the message, just when you thought that maybe the numbers would keep declining, just when you thought that people would no that even casual drinking and driving can be a real killer, comes news that Hawaii will probably hit a nine-year high in drunk driving arrests by year's end.

Through October, 366 people per month, on average, have been busted this year, up from 327 per month through the first nine-months of 2007. Our alcohol-related fatalities in 2006 ranked us among the top three in that sorry stat, but that horrifying number did get us more money for education and enforcement efforts.

Frankly, the "not me" syndrome is what drives a lot of this behavior. The "I'm OK", or "I'll be fine driving home" conversation imbibers have with themselves or others permits too many people to do what they shouldn't, and that's start their engines. Hopefully, current tough economic times will not cause more people to drown their sorrows, and then get behind the wheel, which puts us all in danger. Remember this holiday season again, it's better to be a forceful, perhaps rude, friend than it is to be a mourner. Think about it...

**December 17, 2008**      **High Water Mark**

The high surf that frequents Oahu's north shore and other big wave magnet spots in the winter time is beautiful, awe-inspiring, and even ferocious at times. Nature, turning things over and over, and then peacefully settling onto the shoreline, only to be repeated again and again. It's poetry in motion; it's cathartic; it's mesmerizing. It is also incredibly treacherous and alluring. Naïve rookies, visitors, weak swimmers and unprepared surfers- everyone who goes beyond the reefs risks serious injury or worse.

Even experienced veterans can sometimes be thrown for more than just a loop. So before you walk up and wade into the water, before that friend of yours tries to get one more great picture

from too close to the rock ledge, before your cousin visiting from Colorado goes in a bit too far, make sure that you show the ocean the absolute respect it deserves. Hopefully, you were taught as a youngster to respect the ocean, not to fear it, but to understand its power.

Be aware of currents that lurk below the surface, know your escape plans should something unforeseen take place if you decide to “plummet headlong into the raging surf”, to quote quintessential local comedian, Rap Reiplinger... The ocean *is* our friend, and we should always treat our friends with respect. Think about it...

## **ECONOMY** Evaluation, success in the community, business/economic how to's.

### Local Newscasts

#### **TOURISM INDUSTRY**

**Oct 5 2008 05:30PM** It's been a difficult summer for tourism in the islands hotel revenues have dropped over a hundred million dollars, and this important industry is on track for a faltering fall as well. KHNL news 8's Duane Shimogawa is live at Kewalo basin with the latest details of this report just released. Everything was going smooth for the hotel industry until the summer arrived.

**Oct 17 2008 06:00PM** Finally some good news for the tourism industry here in Hawaii as President Bush announced today that south Korea is being added to the Visa waiver program. The program enables citizens or nationals of certain countries to travel to the United States for tourism or business for up to 90 days. Tourism officials say this will not only jump start the visitor count coming from Asia, but it would also allow for more opportunities here in Hawaii.

**Oct 20 2008 05:00PM** While Hawaii is seeing extremely low tourism numbers, nearly 3 thousand hotel executives gathered in Hawaii to find ways to help boost hotel occupancy rates. Best western hotels is holding its annual convention in Waikiki. 350 Vendors are on hand offering great deals on everything from phones, irons and vacuum cleaners.

**Oct 20 2008 05:00PM** Our Hawaiian islands attract thousands of visitors each year. With that in mind, the Big Island visitors bureau has launched a new travel web site to inform tourists how to visit in the most environmentally way. The site called, sustainable travel on the Island of Hawaii, highlights the big Island as a top eco tourism destination.

**Oct 27 2008 10:00PM** We know tourism is down, but tonight, we learn by just how much. State leaders report that visitor spending is down more than half a billion dollars so far this year. Tourism leaders say it's a reflection of what's happening across the united states. People are traveling less, and spending less.

**Nov 21 2008 05:00PM** The Hawaii visitors and convention bureau puts forth an aggressive new strategy, designed to bring visitors back to our state. And their target is North America, which accounts for 75 to 80 percent of all visitor spending. KHNL news 8's Leland Kim has more on how Hawaii's tourism industry is toughing it out.

#### **GAS PRICES**

**Nov 7 2008 06:00PM** It's a sign we're tip toeing on the edge of a recession gas prices, dropping and fast. KHNL news 8's Mari Ela David is live at magic Island with some of the cheapest places to fill up, in this toughing it out report. We found a couple of gas stations selling below the three dollar mark.

#### **FINANCIAL HARD TIMES/CLOSINGS/BANKRUPTCIES**

**Oct 4 2008 06:00PM** It's yet another sign of the times as a local theatre production closes down, at least for now. Waikiki nei's last show took place last night and won't be back until at least the holiday season. Show promoters say the combination of feedback from guests and industry input were the reasons for shutting it down.

**Oct 21 2008 06:00PM** The budget ax could fall on books. Mandatory state cuts could close a number of libraries across the islands.

**Oct 21 2008 10:00PM** Mandatory state cuts could close a number of libraries across the islands. A 10 percent reduction would chop services, but librarians say a 15 percent cut or more, would shut doors on these state institutions.

**Nov 8 2008 06:00PM** SOUNDBITE: Unnamed man, "We're at a sense of urgency right now and if the economy doesn't turn around, we might see some farm operations closing down." It's not only drought and disease threatening island crops Hawaii farms could face a grim future because of our slowing economy. This year, one Waimanalo grower hoping to make a little green, is now literally in the red. Crimson colored poinsettias are a sign of the season, but with tourism numbers down, hotels are trimming back the number of holiday plants they

are buying. KHNL news 8's Duane Shimogawa shows us how farmers are toughing it out in this difficult economy.

### TOUGHING OUT THE BAD ECONOMY

**Oct 29 2008 05:00PM** After struggling to get back on its feet after hurricane iniki, Kauai's tourism industry now faces another tough challenge our slumping economy. It's part of KHNL k5 news' ongoing series called toughing it out. Today, we feature the garden isle's efforts to keep afloat during these tough financial times.

**Oct 29 2008 06:00PM** After struggling to get back on its feet after hurricane iniki more than 15 years ago, Kauai's tourism industry now faces another tough challenge our slumping economy. KHNL news8's duane shimogawa is live tonight with the first in a month long series of reports, "toughing it out. From moving a little more than a hundred thousand dollars of its budget to immediate publicity campaigns, to billboards in New York city, the Kauai visitors bureau hopes things change soon as it toughs it out.

**Oct 30 2008 06:00PM** With Halloween just a day away, some people aren't spooked about spending some of their hard earned cash on costumes, even with the tough economic times. Owners of a Halloween store in kaimuki say business has been brisk and customers don't mind spending the extra money.

**Nov 10 2008 06:00PM** As the economy continues to be the number one issue facing our country, our state and our homes, we have another series of reports on how you can tough it out. KHNL news 8's Paul Drewes with a novel approach to getting your financial house in order. Mari ela David with success on the golf course, one of Hawaii's most popular past times, and Roger mari with more on the increase in recycling tied to tough times. We begin our coverage with a new Waikiki business that offers up coffee and drinks. But it is mainly trying to give people a taste of financial freedom from worries about money. A golf course on West Oahu appears to hold the secret to surviving tough economic times. Despite the financial slowdown, business at the Kapolei golf course is up. It's good for the environment and another way to make some extra cash during these tough economic times. Oahu residents are doing more recycling at least one center. The recycling center in Pearl city has seen an average of about 5 first time recyclers each day over the past few months.

**Nov 16 2008 10:00PM** SOUNDBITE: Kapolei mother Michelena Awana. "I'm a woman that knows how to be independent, and no matter what life challenges come my way, I know that I can be strong and get through the hard times. The hard times, include losing a place to live and fighting to keep her family together. In this economic down time, here's a story of inspiration. A woman who took her life from the streets to success and, with four children in tow. Here's how she toughed it out.

**Nov 17 2008 10:00PM** Thousand people in Hawaii are homeless at some point. They are mostly forgotten and ignored. But you probably wouldn't look at them the same way after you spending a night with them. Over the weekend, khnl news 8's Zahid Arab did just that. He joins us now live from ala moana beach park with this special "toughing it out" report. Whether the homeless here at Ala Moana Beach Park, or others across the state, it's said that you can't truly understand someone until you walk in their shoes, and for one day that's exactly what I tried to do. And tonight we learn more about Hawaii's homeless in a report from the University of Hawaii and the state public housing authority. They surveyed 28 agencies that provide homeless services from 2005 until this year. Some highlights during the 2007 fiscal year, more than 67 hundred people were served by shelter and outreach programs.

**Nov 18 2008 06:00PM** During these tough economic times, some are turning to items many others throw away, to help make ends meet. Some are toughing it out with their "can" do attitude. Recycling of cans is becoming even more popular as our economy slows, but those that depend on other types of recycling have been hit hard by the bottom falling out on metal prices.

### ECONOMIC RECOVERY PLANS

**Dec 12 2008 06:00PM** Governor Lingle, the community and the state's top leaders all teamed up to prioritize a list of actions that will stabilize the economy. Leaders say there's a sense of urgency and a need to focus on job growth, infrastructure and gaining more federal funding. Organizers say they have solutions, it's now all about implementation.

**Dec 15 2008 05:00PM** Governor Linda Lingle released details today on her plan to stimulate the economy and create local jobs. Her main objective is to get public construction



projects going, and cut any potential red tape to avoid delays. The Governor's plan targets more than 15 hundred capital improvement projects across the state worth one point eight billion dollars.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 6:30pm  
Tuesdays, 6:00am and 5:30pm  
Wednesdays, 7:00am and 6:30pm  
Thursdays, 6:00am and 5:30pm  
Fridays, 7:00am  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

**October 6, 2008**      **Money Matters**

A bit of money talk this week: bad news about the contract for the UH West Oahu campus financing falling apart, but the good news is that officials in charge here expect to be able to find another partner to replace the one who simply couldn't make it work in this tough fiscal storm. There is a certainly the vital need for opening a West Oahu campus sooner rather than later, so hopefully everyone involving in the necessary zoning changes will move that approval process along expeditiously while new financing is being found.

A new bailout plan indicates that the key to success in America appears to be to be so large that you become indispensable in some form, and the government will come in and salvage what it can. It worked for Chrysler years ago, and now it appears to be working for numerous financial concerns. Does this mean the government would rescue giants like Google, Microsoft, or the New York Yankees if they went south?

Bankruptcy filings are more difficult nowadays than they were a few years ago. Nonetheless, Hawaii's total number of companies filing for bankruptcy has already surpassed the 2007 total-with three months left in the year. And keep in mind, every bankruptcy some form of disruption-of services, of jobs, of opportunities, of lives. A sobering reminder that this economic downturn which is upon us might take some time, and everyone needs to mind their dollars and cents with common sense. Think about it...

**October 20, 2008**      **Mouse House**

Nice to see that in the midst of the tough times that someone is thinking long term. The Disney plans to move ahead with a hotel and time share concept out at Ko Olina will provide a new destination for visitors to ponder as they think of Hawaii, and will also provide about a thousand new jobs. And that's when the resort opens, but there will be plenty of construction work in the next few months.

This will certainly not be a Mickey Mouse operation, with the Disney touch added to the local touches of culture, history, plants, etc. It's yet another Disney experience, right here in our own backyard, and it's not a fairy tale, it's actually going to be built. Too often we hear of projects that then seem to take forever to get going- like a West Oahu campus or rapid transit, or projects that take forever to get completed- like the elevated highway by the airport or the roadwork on Kapiolani, Nimitz, in Kailua, well, just about everywhere.

Most of us know from experience that Disney does things right- yes, they are certainly not goofy, pardon the pun, so this 830 total-units resort with a family emphasis should be a nice addition to the growing number of projects planned on the leeward side. And this one is actually going to become a reality soon, Tinker Bell. Think about it...

#### **October 22, 2008**      **Gas Gasp**

Remember way back when the price of gas was the biggest thing people seemed to be worried about? Well, the world has changed quite dramatically, at least economically, over the past six months, and now, suddenly, a nickel here or a dime there at the pump seems manini compared to some of the bigger financial concerns of late.

Not only are the stock market and people's portfolios coming down, but lo and behold, gas prices have started trending downward, with double-digit declines locally over the past few weeks. The looking glass has been altered as it relates to the gas situation now, for we all have other issues we are dealing with- retirement, job security, 401(k)s, mortgages, the credit crunch, etc. . Notice how calm people are about gas being under \$4 a gallon now, compared to a year ago when we were screaming as prices inched up over \$3.50 a gallon. It's all about your perspective, your perception, your interest in honing in on one area vs. another when it's your money.

Have you looked at the size of cereal boxes and yogurt cups lately? Same price, smaller quantity. That might be a bigger deal in your purse than gas represents weekly, but you don't hear people screaming about Cheerios or strawberry banana yogurt, do ya? Bottom line to all this is... well, it's the bottom line, and how this all affects you, and how you let it affect yourself, your attitude, and your habits. Think about it...

#### **November 12, 2008**      **What Goes?**

Mandated to save money during difficult financial times, the Department of Education threw out the idea of closing all public schools and offices for a number of days to save money. Sure, it's radical, but anytime a business is asked to make cuts of up to 20%, logic and long-term implications sometime go astray. Ending the school year a week early might save money, too, as would a couple of extra vacation days tacked on to existing breaks, but that's only IF all involved parties agree to the cuts, maybe through some tax benefits.

Another solution might be to cut the sacred three R's of school to two R's; heck, that's a 33% savings! No, it's not funny, but these are becoming somewhat desperate times, and the last people we want to see suffer are the kids or the hard-working teachers. But something, somewhere, has got to give if education has to chip in like all other state entities. What about cutting the legislature in half, you know, have only one house or senate, which is done (by the way) in Nebraska and Guam? After all, our city legislatures are unicameral. Radical for Hawaii? Perhaps, but trying to ensure that there is enough money to go around ensures that the easier choices are long gone by the time we get to where we apparently are.

What services have to go? What areas can be trimmed but then upgraded again when things settle down- perhaps in 2010? One thing for sure- everything will need to be looked at quickly related to government services as the money to pay for it all is simply not there right now. Think about it...

**November 26, 2008**      **More Economic Noose**

A flurry of economic reports last week- and none of them positive- suggests that our local economy is going to get worse and stay that way for some time. Forecasts from the University of Hawaii, the State of Hawaii, and First Hawaiian bank all suggested a downward trend in job opportunities, personal income, tourism numbers, and a few other key economic indicators. The Dow Jones averages look like a rollercoaster daily- enough to make you nauseas, and the local prognosticators are now saying things might not get better until sometime in mid-2010 or later. That's about two years from now, a long time down the road relative to the prosperity we've seen of late and our expectations for pretty good economic times.

Home sales and the construction sector, steady performers here for years, will also feel the effect of this local and global malaise. If you have not done so yet, now would be a prudent time to really sit down, reassess everything you own, owe, spend money on, will spend money on, and make some decisions that are right for you and your family based on the growing business clouds ahead. When you see clouds, you think to bring an umbrella, you pack a coat, just in case. And that's what you need to do now- with a family planner, with a financial advisor, with your family, relatives, and maybe even your friends.

We will get through this, a bit leaner perhaps, with new opportunities and options, but getting from here to there will no doubt involve planning, sacrifice, restructuring, and creativity. Think about it...

**December 29, 2008**      **Bowl Me Over**

The Sheraton Hawaii Bowl, the Sony Open, the Mercedes-Benz Championship, the Pro Bowl, the Honolulu Marathon, PGA tournaments, all wonderful events held right here in Hawaii which showcase our little corner of the earth to the rest of the world. We need more events such as these- positive, fun, engaging events that attract tourists and interest locals.

When times are tough, it is more vital than ever to be innovative. Now would be a great time to come up with more events- sporting and otherwise- that would endear people to Hawaii as the events showcase Hawaii. Cultural events, major concerts, other sports ideas- all should be welcomed in providing much needed exposure and positive feedback for our great state.

Keep in mind that for people who don't live here, Hawaii is at best a "want" item, not a "need" item, and as we are seeing now and have seen in other slow times, we need to make sure that Hawaii remains top-of-mind when people think of great places to visit, for whatever reasons they might have. As we enter into a new year, let's work to visualize, create and support more enterprises that pay lasting dividends for locals and visitors alike. Think about it...

## **EDUCATION** Issues, successes in the classroom, educational awareness, and expert advice.

### **Local Newscasts**

#### **PUBLIC EDUCATION FINANCIAL WOES**

**Oct 6 2008 10:00PM** SOUNDBITE: Student Pokii Ahmad. "They need to think about who it's affecting. Yeah, if we keep the program it's going to cost more money but look at the difference we've been making." Hawaii's educators are anticipating deep cuts because of our nation's slowing economy. The state department of education has planned another 14 and a half million dollars in reductions, in addition to the 31 million dollars in cuts last week. That means there could be a total of 244 fewer jobs.

**Oct 9 2008 05:00PM** It's decision day for Hawaii school board leaders charged with the tough task of cutting up to 69 million dollars from its budget. The school board is holding a special meeting at McKinley High School tonight to finalize which expenses will be cut.

**Oct 9 2008 06:00PM** SOUNDBITE: Unnamed man: "We have a burden that we need to consider with the situation of the economy and the cutbacks, we need to comply with the Governor's request yet not cut so deep that we hurt our children." It's down to the wire for public school budgets as a deadline looms large. It's decision day for Hawaii school board leaders, charged with the difficult task of cutting up to 69 million dollars from its budget.

**Oct 9 2008 10:00PM** Tonight, students and educators make a plea to have their programs spared. Hawaii school board leaders once again heard testimony tonight regarding the millions of dollars they must cut from their budget. More than a hundred concerned students, teachers and staff urged them to spare their programs from the chopping block. The special school board budget meeting started around 6 30 tonight here at McKinley High School.

**Oct 23 2008 06:00PM** With the department of education facing steep cuts, and funding hard to come by, some staff members at Kalani High School are taking matters into their own hands. A dedicated coach refuses to let budget cuts get in his way. Kalani High School tennis coach Matt Lee and many other volunteers are working with a local company to seal up cracks on the court.

## ENVIRONMENTAL RESPONSIBILITY

Stewardship, sustainability and long-term awareness...issues and the importance of the environment in the island community.

### Local Newscasts

#### **EARTH AND SEA PROJECT**

**Oct 8 2008 05:00PM** In today's earth and sea report, kids are taking a healthier route to school as part of international walk to school day. About 100 students, teachers and parents, from the Honolulu Waldorf school in niu valley hit the sidewalks instead of the gas pedals to get to class. This event encourages kids to find other ways to get to school while helping the environment.

**Oct 16 2008 05:00PM** In tonight's earth and sea report, troops at Kaneohe marine corps base are stepping up to help save the environment. Old mattresses find new life at the green bed factory. This month, Kaneohe marines have hired the company to recycle 700 mattresses that would otherwise be dumped into Oahu's growing landfill.

#### **RECYCLING**

**Oct 23 2008 05:00PM** A recycling drive is accepting more than just cans and paper. University of Hawaii manoa is collecting old electronics for their E waste recycling drive. And it is breaking records! It's shaping up to be a record breaking recycling drive. Business and government institutions kick off this years E waste recycling drive with more than half a million pounds of old electronics already collected.

#### **BUSINESSES/INSTITUTIONS GOING GREEN**

**Oct 1 2008 05:00PM** It's a partnership geared toward making the University of Hawaii a more sustainable campus, starting with one cafeteria. The new u.H. Manoa cafeteria at gateway hall will switch from plastics and styrofoams, to biodegradable products.

**Oct 11 2008 10:00PM** During these trying economic times, homeowners get a little help in saving money on their electric bills. At an energy fair today at the Pearlridge shopping center, Hawaiian electric representatives were on hand, encouraging people to use compact fluorescent light bulbs instead of regular bulbs, and to buy appliances with the energy star logo. SOUNDBITE: HECO spokesperson Peter Rosegg: "The idea is to get people to come out and see how they can save energy."

**Dec 2 2008 05:00PM** Yet another announcement tonight from the Governor's office, on her mission to break Hawaii's dependence on oil. Today, Governor Linda Lingle unveiled a plan to bring an electric car network to our islands. Hawaiian Electric Company or HECO and a company called Better Place, signed an agreement to partner up and make the project happen. Also, one of Hawaii's natural stone companies finds a unique way to help protect the environment. It replaces its gasoline powered vehicles with a fleet of electric cars.

**Dec 2 2008 06:00PM** A local company is going electric, replacing its gasoline powered vehicles with a fleet of electric cars. "Bella Pietra" recently added a third electric car to its fleet of environmentally friendly vehicles. This latest one is the first electric pickup truck in Hawaii.

#### **ALTERNATIVE ENERGY**

**Oct 1 2008 05:00PM** The Island of Lanai is also taking steps to save the environment, by capturing the sun. Landowner castle & cooke is nearing completion of a major wind farm on the Southern portion of the Island. It's the largest in the state, and the 4th largest in the entire U.S. And today Maui electric agreed to buy renewable electricity from the 1 point 5 kilowatt facility.

**Nov 17 2008 05:00PM** In this week's earth and sea project report a true "power" struggle. Maui already takes advantage of nearly constant trade winds, for power production. Now on Lanai, there's a proposal for an enormous wind farm, to produce electricity for Oahu.

**Nov 20 2008 10:00PM** In an effort to accelerate the Hawaii clean energy initiative, the state, and Hawaiian Electric Company, or HECO, are looking beyond Oahu's shores, to power our future electricity needs. But on the island where pineapple was once king, there's an ill

wind blowing over a proposal, to harness a valuable natural resource. We take you back to Lanai tonight for more on this true "power" struggle.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 6:30pm  
Tuesdays, 6:00am and 5:30pm  
Wednesdays, 7:00am and 6:30pm  
Thursdays, 6:00am and 5:30pm  
Fridays, 7:00am  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

**October 15, 2008**

**Bag Gag**

The plastic bag ban effort has fallen through on the Big Island, as an attempt to override the mayor's veto failed by one vote. Maui County will have its ban in place in 2011, while Honolulu county's plastic predicament is sitting somewhere in the netherworld of committee assessment. Ah yes, it wouldn't be a complete weekend or a football game without seeing some errant plastic bag wafting along, so this lack of conviction on the part of Big Island council members ensures that nothing will be done on the bag issue, for now.

Yes, there are problems with wet items and leakage in paper bags, and even biodegradable paper pollutes, too, but simple education will certainly not get consumers to respond on their own like a plastic ban obviously would have. Strong fiber bags that people can leave in their trunks for shopping needs are a plausible solution if and when plastic inevitably goes away, but that doesn't appear like it will be happening anytime soon on Oahu or the Big Island. Plastic bags clog drains, choke marine life, add to landfills, and certainly populate our parks and shores.

Let's hope this topic doesn't get bagged again in future county conversations. Maybe some local, entrepreneurial soul can become the bag king or queen of Hawaii and make this concept of a better bag a big-time business and environmental success. Like with most environmental and business matters, if we don't handle this, who will? Think about it...

**December 10, 2008**     **Electric Vibes**

The thought that we might have electric cars and thousands of charging stations here within three years is an exciting possibility. The recently announced plans by a California group to make Hawaii one of its initial locations to install the service could be a boon for local car dealers, the environment, and consumers.

As always, the devil is in the details- where will the fill-up sites be located? How much will everything cost- cars, batteries, recharging options? Where will all of the renewable energy needed for the power stations come from, and at what cost? Obviously, these are all questions that designers and entrepreneurs must have thought of as this plan was devised. Better Place, the inspired company behind this idea, is also planning to open up for business in Israel, Denmark, Australia, and northern California in the coming years.

For a state too completely dependent upon oil and looking for ways to tap into alternative energy sources, this plan might be a real driver for Hawaii, pardon the automotive pun. Whether it is wave power, solar, wind farms, or other alternatives, maybe this is the project that drives Hawaii to the forefront of the green revolution. Think about it...

## TRAFFIC Coping with, the future of, and alternatives.

### Local Newscasts

#### MASS TRANSIT

**Oct 9 2008 06:00PM** The battle over rail continued today. The group "vote yes 4 rail now" is claiming Ann Kobayashi and Panos Prevedouros' plan for hot lanes, and elevated toll roads, would cost taxpayers more than a fixed rail system. At a press conference this morning, rail supporters gathered to warn the public that building more roadways would damage Hawaii's landscape, and cause more harm than good.

**Oct 13 2008 06:00PM** SOUNDBITE: Former Hawaii Governor Ben Cayetano: "I've never seen a blatant public relations campaign that distorts the facts and manages information as I have with this one and I think it's a shame." Rail opponents continue their quest to put the brakes on Honolulu's proposed multi- billion dollar transit project. Opponents of Hawaii's largest public works project ever are claiming voters are being misled on the issue of funding.

**Oct 21 2008 10:00PM** Voters on Oahu gather to learn more about the city's proposed rail transit project. The latest meeting perhaps has the biggest venue so far the at the Blaisdell Exhibition Hall. The public was invited to learn just where the rail will go and how it may impact their community.

**Oct 31 2008 05:00PM** A partial draft environmental impact statement released yesterday also says the train system would save commuters traveling from Ewa to downtown Honolulu roughly 25 to 30 minutes each way. Today, supporters of the rail transit proposal gathered at the state capitol. They argue the system will not only save travel time, but it will ensure a better quality of life for residents, and provide thousands of much needed jobs that will, in turn bolster our local economy. On the opposite end of the spectrum, the group stop rail now unveiled a visual aid it hopes will shed some light on the physical impact of the pillars that would support the transit system. The group is asking voters to consider these pillars, as high as 35 feet, spaced out approximately every 150 feet along the entire transit line. SOUNDBITE: Stop Rail Now's Cliff Slater: "Aside from the blight, it's going to interfere in other places too."

**Oct 31 2008 06:00PM** With just 4 days left until the general election, both pro and anti rail groups continue to push their messages about the proposed 4 billion dollar project. Both sides are working to educate the public on what would be the most expensive public works project in state history. The project being pushed by Mayor Mufi Hannemann promises to reduce traffic by more than 20 percent. According to the summary, the rail project will force 20 homes, a church, and more than 60 businesses to relocate. The exact addresses won't be revealed until the full report is out, which is expected to be sometime this weekend.

**Nov 2 2008 06:00PM** It is supposed to provide answers to many of the questions over rail, but rail opponents say the report the city released today, does nothing to quell the controversy over Honolulu's mass transit plans. The draft EIS details not only what would happen with rail, but how Oahu's traffic would be impacted without it. In 2007, there were nearly 2 point 3 million daily trips by residents in cars, but that number is expected to increase to over 2 point eight million daily trips by 2030. And while rail is the most talked about option to relieve traffic, it's not the only one. Nine city neighborhoods are being considered as routes for the rail including here in Salt Lake.

**Nov 5 2008 05:00PM** The anti rail movement was derailed last night when voters said yes to rail. The latest numbers show 50 point 6 percent of voters, favor the steel wheel on steel rail, transit system. That is compared to 45- point 6 percent of voters, who oppose the idea.

**Nov 12 2008 06:00PM** Another step tonight in a possible route change for Honolulu's commuter rail project. A week ago, several City Council members expressed an interest in having the train detour from the salt lake route. A seven to one vote today on the first draft of a measure to switch the route from salt lake to the Honolulu international airport.

**Nov 24 2008 05:00PM** If you want to comment or learn more about the draft environmental impact statement for Oahu's proposed light rail project, here's your chance. The city and County of Honolulu is holding five public meetings next month. On December 6th in Kapolei, the 8th at the Blaisdell, the 9th in salt lake, the 10th at the filipino community center and the 11th at the Bishop museum.



PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 6:30pm  
Tuesdays, 6:00am and 5:30pm  
Wednesdays, 7:00am and 6:30pm  
Thursdays, 6:00am and 5:30pm  
Fridays, 7:00am  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

**November 7, 2008**      **Time To Rail-y**

Rail, rail, the gang's all here. Now that the rapid transit issue has been decided upon by the voters, let's see just how quickly, or slowly, it takes to get the wheels in motion on this huge project. How long before we hear from the many community voices that will be directly impacted, maybe even physically impacted, by the rail system?

Now is the time for civil discussions about land usage, timing, and noise concerns- whether true or untrue. Now is the time to work with the environmentalists and community leaders and residents in affected areas. Now is the time to draw really good models to show people what this will all look like- in their neighborhoods. I suspect all of these items are high on the priority list now that it is full speed ahead, all engines forward. Over-communication would be a good thing for this project, to ensure that no one is left behind due to lack of understanding or awareness.

Moving forward in general is the easy part; the devil is in the details, as is the inevitable cost of this project. But the more people know, the more they are informed, the more they get the news- good or bad- in advance, the better chance that this project will ride smoothly. Think about it.

## **FAMILY/COMMUNITY RESPONSIBILITY**

**Dealing with family, cultural, and community issues/needs...advice and resources available.**

### **Local Newscasts**

#### **HELPING HANDS**

**Oct 4 2008 06:00PM** It's a little friendly help for the friendly isle. 30 Members of the Honolulu rotary club are spending the weekend on molokai, volunteering their time to complete a makeover of a facility which houses mentally ill patients. The center provides a variety of services to people with physical and mental challenges, and serves about 12 to 15 residents a week.

#### **CARING FOR THE LESS FORTUNATE**

**Nov 6 2008 06:00PM** It's that time of the year again! Santa's asking for your help to donate a new and unwrapped toy. They're looking for everything from toy trucks to stuffed animals, donations are now being accepted for the annual toys for tots campaign.

**Nov 24 2008 05:00PM** A competition among employees of HMSA is bringing in a huge donation for the Hawaii foodbank. For the past four weeks, HMSA employees have been competing to see which team could collect the most canned goods. This is the fifth year the employees have donated to the food bank. Another company also took a stand against hunger in our islands. A I g Hawaii made a huge donation to the Hawaii foodbank. Boxes of canned goods and bags of rice were piled high at the company's headquarters.

**Dec 25 2008 05:00PM** Hundreds of volunteers help to deliver not only some holiday cheer today, but special homemade Christmas meals. Khnl news8's duane shimogawa hit the Road for some of the special deliveries. For more than 16 years, the lanakila meals on wheels program has been delivering fresh, hot meals to seniors.

#### **CARING FOR THE HOMELESS/HOMELESS ISSUES**

**Nov 27 2008 05:00PM** At the institute for human services homeless shelter in Honolulu, about 200 men, women and children enjoyed a Thanksgiving feast as well. Employees of the Hilton Hawaiian village and Hilton grand vacations served up a seven course meal. It included turkey, stuffing, vegetables and, of course, pumpkin pie.

#### **ALOHA FOR SENIORS**

**Dec 15 2008 05:00PM** The lanakila senior center gets much needed financial support from a local bank today. American savings bank agrees to match up to ten thousand dollars in donations to the center, which helps Hawaii's senior population. Despite tough economic times, bank executives say they want to help lanakila.

#### **HELPING OTHERS**

**Oct 1 2008 05:00PM** Getting help is one of the first steps in the fight against domestic violence. That is why Verizon wireless phone company is giving 140 wireless phones to domestic violence agencies. The phones will be given to clients and will come with free minutes as part of a new program called 'hope line'.

#### **VOTING**

**Oct 5 2008 10:00PM** A reminder to all residents, tomorrow is the last day to register to vote in next month's general election. Completed voter registration forms must be turned in to the appropriate city and County clerk by 4:30 tomorrow, or postmarked by midnight if sending by mail. Voter registration forms can be picked up at all USPS post offices and all public libraries.

**Oct 6 2008 05:00PM** If you didn't register to vote, time is running out. You can still mail in your registration form but it must be postmarked by midnight tonight. Earlier today at Honolulu Hale, people stood in long lines to turn in their forms to the city clerk by the 4 30 p m deadline.

**Oct 21 2008 05:00PM** It's time to cast your ballots. Early voting in Hawaii begins today for the general election. At Honolulu Hale you can choose between paper or electronic voting.

**Oct 27 2008 05:00PM** Early voting just started its second week. Registered Oahu voters can go to any of five sites on the Island to cast their ballots before election day, which is next Tuesday. A steady stream of early voters filled Honolulu Hale this afternoon.

PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 6:30pm  
Tuesdays, 6:00am and 5:30pm  
Wednesdays, 7:00am and 6:30pm  
Thursdays, 6:00am and 5:30pm  
Fridays, 7:00am  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

**November 5, 2008**      **Shelter From The Storm**

People perennially talk about homeless shelters, and the need for more of these things, whatever they might be. I know what a bomb shelter is- they built 'em in basements during the Cold War in the early 1960s. I know what a storm shelter is, it's a place you and I run to when it really starts pouring. And I know what a bus stop is, it's a public place where you wait to catch The Bus.

But this concept of needing more homeless shelters needs to have a bit more description to it to really help the situation. Are we talking about permanent locations? Are we talking about transition housing? Certainly, we are not seriously thinking of shelters as mere lean-tos or simple structures that only manage to keep out the rain for awhile, are we? Are we talking homes, places to live and settle when we talk "shelter"?

There are mental, physical, economic, and personal issues that make each and every homeless situation different. Trying to come to grips with the causes, trying to find workable solutions for most of the cases, getting help for those in need- these are the biggest areas that need to be addressed. Better efforts have been made on the city and state levels in the past few years, and more needs to be done. Shooing people from a bus stop is one thing, but let's not stop finding more answers to help people seeking shelter from the storm. Think about it...

**December 1, 2008**      **Giving Back**

It might be tough to decide what to do about gift-giving this year, what with the economy and all. It's tough to cut back when you're used to giving annually, but if reality says you must, then you must. Good friends and acquaintances should understand. Maybe giving of your time would be

the best and most reasonable gift this year, whether it's to family or friends you simply don't see often enough, or perhaps to a non-profit or service organization that could really use your help.

And the nice thing about the gift of time and caring, you- the giver- will certainly reap the rewards as much as the gift recipients. And the price is right. It doesn't take much effort to make a few calls or check out local organizations on-line that can use your help this holiday season- or even after the holiday season ends. And getting involved might take some of the sting out of the economic realities. If we all give back to those we care about and to those we don't even know, it's got to be a good thing, doesn't it?

As this is the annual designated season for giving, for reflecting, for taking the time to care and thank and remember and embrace, now is certainly as good a time as any to figure out what it is you can do with your time, rather than just your wallet. Give from the heart and from your head, and you will certainly feel all the better for it this holiday season, 2008. Think about it...

## GOVERNMENT/POLITICS

Keeping tabs on government officials their agenda/business and providing the community with information helpful to an informed electorate.

### Local Newscasts

#### EXECUTIVE ACTION/INACTION

**Oct 20 2008 10:00PM** The state powers up a plan to lead the nation to a greener, cleaner future, as the state leaders enter a historic agreement with Hawaiian Electric Company, or HECO. It's been 10 months in the works a plan to execute Governor Linda Lingle's vision of cutting Hawaii's dependence on imported fossil fuels. The ultimate goal is to generate 70 percent of our island's electricity from clean energy sources by 2030. KHNL news 8's Mari Ela David is live in downtown Honolulu with details of the clean energy initiative the Governor unveiled today.

**Dec 22 2008 05:00PM** The Governor's proposed 22 billion dollar budget for the next two years, slashes some preventive health programs, tightens tax laws, and puts pay raises on hold. The Governor has already ordered budget cuts for all state departments, but she will now have them take a closer look, to see what essential services or functions can be reduced. Governor Lingle now wants to limit the amount of time people are allowed to get general assistance, and put an end to programs like healthy start, and dental services for adults.

**Dec 24 2008 05:00PM** Governor Linda Lingle today signed a letter requesting a presidential disaster declaration in response to the recent flooding on Oahu and Kauai. The Governor is seeking individual assistance and public assistance for the city and County of Honolulu, and public assistance for Kauai County. On Oahu, more than 500 residents have reported damage to their homes, apartments, or cars.

#### ECONOMIC BAILOUT

**Oct 1 2008 05:00PM** Hawaii senators Daniel Akaka and Daniel Inouye both supported the bill saying the country's current economic situation is serious. They say taking immediate action was necessary to calm the credit market, and to prevent problems for taxpayers. With families not being able to get credit for their needs, and not having the money to pay for their children's education, the Hawaii lawmakers say the revised bailout plan is a rescue effort for the economy.

**Oct 1 2008 06:00PM** Hawaii's senators in Washington also weighed in on the issue. Senator Daniel Akaka says the bill needed to pass, or else Americans would suffer greater financial losses, especially those that own small businesses. SOUNDBITE: Senator Daniel Akaka: "Our small businesses have problems."

**Oct 3 2008 05:00PM** The bailout bill has passed and has been approved by leaders in both political parties. But is this plan the cure for an ailing economy? The 700 hundred billion dollar economic rescue plan was signed into law by President Bush shortly after passing in the house of representatives. Hawaii representatives Neil Abercrombie and Mazie Hirono both voted in favor of the revised bailout bill. PHONE SOUNDBITE: Representative Neil Abercrombie: "The version of the bill that was in front of us today was not the bailout plan any longer. This was what I call the omnibus tax relief bill."

#### CONSTITUTIONAL CONVENTION

**Oct 27 2008 06:00PM** In eight days, Hawaii voters will decide if there will be another constitutional convention. But as we draw closer to the election, questions are being raised about the con convention question on the ballot. KHNL news 8's Paul Drewes is live with the fight against making changes to our state constitution.

**Oct 28 2008 06:00PM** Do we need a constitutional convention or con con? It's a question many have been asking as the election approaches and voters will decide the answer at the ballot box. Yesterday we showed you why some are against it, tonight, KHNL news 8's Paul Drewes explains why it could be a good thing for Hawaii.

## **FAIR ELECTIONS**

**Nov 1 2008 06:00PM** With the increase in voter turnout the machines that will count those votes were each tested one last time today to ensure their logic and accuracy. The Office of Elections conducted an official statewide test of all the voting machines. Along with state officials, representatives of various political parties and community groups also participated in the test.

**PROGRAM:** THINK ABOUT IT

**DATE/TIME AIRED:** Mondays, 6:30pm  
Tuesdays, 6:00am and 5:30pm  
Wednesdays, 7:00am and 6:30pm  
Thursdays, 6:00am and 5:30pm  
Fridays, 7:00am  
(See scripts for exact dates.)

**DURATION:** 60 – 90 seconds

### **SUMMARY/SCRIPT:**

#### **November 10, 2008    Barack & Roll**

A week ago, history was made in this country. Never before had anyone other than a Caucasian male been chosen to the highest elected position in the land. In one, singular presidential campaign we had a person of mixed race and a female on the ticket. Progress? Most assuredly. Reality? Hard to take for some, but yes, reality... and a local guy to boot. Born, raised and schooled right here in our islands.

So take a moment now to reflect on just how far we, as a nation have come after over 230-years. Put aside your political leanings and realize that the best thing that can happen for this country, for our world, is for Barack Obama, to be the best president he can possibly be. Put aside the ridiculous efforts to cast us into camps of red and blue, black and white, lefty and righty, and realize that the most important thing is for this president-elect to be a healer, a realist, and a deliverer of promises. Actually, that wish is no different than the wish we all should have every time a leader is elected, whether it be George W. Bush or Franklin D. Roosevelt.

If you consider yourself a true patriot, an American interested in getting the best for this nation of 50 purple states, don't sit in the corner and pout or cast aspersions. You gotta hope and strive for the best. Because that's what it's all about- what's best for a unified country. Yes, ideologies

come into play, but working to heal wounds and solve major problems at home and abroad are priorities. And maybe, just maybe, someone raised and formed with aloha spirit can make a definitive, positive difference in the coming years. It's time to Barack and roll, America. Think about it...

**November 19, 2008**      **2010, Here We Come**

The 2008 election season is just being put to bed, when lo and behold, the 2010 political season is well under way in Hawaii. At least the positioning has begun in earnest. Already we have heard about the possible scenarios for the governor's seat, with Lieutenant Governor James "Duke" Aiona an acknowledged candidate, and lots of speculation about the plans of U.S. House Representative Neil Abercrombie, Honolulu Mayor Mufi Hannemann, and Hawaii State Senate President Colleen Hanabusa. Of course, there are others, currently on the sidelines or laying low, who will undoubtedly make their intentions known in the next year or so.

And if any of the above office holders give it a go, then that would obviously open up opportunities for replacements at the city, state, and federal level. And what about the futures of former office holders like Quentin Kawanakoa and Steve Case? Is the itch still there? Are there unheralded local businessmen interested in public sector service or perhaps Republicans who might go for the gusto in one of the big races in two years? Hard to tell from the dwindling number of Republicans making their presence felt in the state House and Senate or even running for office locally these days. And then, of course, there are always those who seem to come out of nowhere and rise quickly, like one Barack Obama just did over the past few years.

Now is the time for neophytes to start auditioning, and you can be sure that already well-groomed and well-established names will be front and center to prove their worth as the 2010 election is right around the corner. Well, maybe not right around the corner, but if you look not too hard, you can see it from here. Think about it...

## **HEALTH**, Education and resources available.

### **Local Newscasts**

#### **INFLUENZA**

**Oct 16 2008 05:00PM** Thousands of Elementary to High School students will be able to get their flu shots for free. The department of health will administer the flu vaccine statewide between October and December. There'll be 380 clinics set up at different schools across the islands.

**Oct 16 2008 10:00PM** Free flu shots for the homeless. University of Hawaii's future doctors volunteer their time to take care of needy families.

#### **HEALTH CARE SCORECARD**

**Oct 2 2008 05:00PM** "C's" across the board for the U.S. And Hawaii from a report card on how we're doing caring for people with serious, chronic and terminal illnesses. The center to advance palliative care released a report today. While Hawaii only gets an average grade, it was commended for having the highest number of hospice and palliative care specialists per capita in the country.

#### **ON-LINE MEDICAL HELP**

**Dec 3 2008 05:00PM** A revolutionary system puts Hawaii at the forefront of modern medical care. Starting next month, you can go online and get advice from a real doctor.

#### **FIREWORKS HEALTH HAZARDS**

**Dec 30 2008 05:00PM** Fireworks are explosive entertainment that not only come with a big bang, they come with a number of health concerns. KHNL news 8's Paul Drewes has tips on how to have a safe time as you ring in the new year. New year's eve is full of tradition, noise and spectacle.

**Dec 30 2008 06:00PM** While thousands can't wait to get their hands on fireworks for the new year's eve celebration, those same fireworks can cause all kinds of problems if they are in the wrong hands. KHNL news 8's Paul Drewes has tips on how to have a safe time as you ring in the new year. When you think about it, it really is a bad combination come new year's eve.



PROGRAM: THINK ABOUT IT

DATE/TIME AIRED: Mondays, 6:30pm  
Tuesdays, 6:00am and 5:30pm  
Wednesdays, 7:00am and 6:30pm  
Thursdays, 6:00am and 5:30pm  
Fridays, 7:00am  
(See scripts for exact dates.)

DURATION: 60 – 90 seconds

SUMMARY/SCRIPT:

**October 8, 2008**

**Flu Flash**

Remember when we were told that flu inoculations were vital for the elderly and the infirmed? Well, times have changed, and the call is out this year for just about everyone to go ahead and get the shot or nasal spray alternative, including those under the age of 18. Many schools are offering the vaccines, but if you didn't sign up your keiki for this worthwhile safety check, you can still get the job done at numerous locations statewide in the coming weeks- along with health care providers, check out retailers, fairs, and other community events.

And just to clarify, it is impossible to get the flu from the shot itself- it's a dead culture. That's as far as I'm willing to go as an AAD- almost a doctor. But we all know someone who has suffered the debilitating effects of this seasonal disease, and a simple vaccine can help to prevent the flu or certainly help to mitigate the severity of the disease. And it's not you, of course, but the co-worker who sneezes or the guy who shakes your hand after coughing into it 30-seconds earlier that really makes this a disease of causal or ambient contact.

Aches, pains, fever, wooziness- if that can all be prevented or minimized by getting vaccinated, then why tempt fate and keep yourself and those around you at risk? This is one shot of reality that everyone should respond to, now, as the flu season is underway. Don't be foolish, flounder, flake out, or flip-flop about the flu. Help squash this bug right now. Think about it...

**November 17, 2008**

**Shocking Stats**

Were you stunned, as I was, to learnt that apparently 12% of Hawaii public high school students attempted suicide last year? That's compared to just under 7% nationally. Horrible and scary numbers, to be sure, and something no one really likes to talk about; most of those who attempt suicide have a history of mental problems, with males three times more likely to commit the act than females. Loss of some sort is often cited as a major contributor to suicidal thoughts- a job, a loved one, a friend, even loss of self-esteem. And since only 10% are successful in their suicide attempts, 90% of local public high schoolers who attempt suicide fail, and are either hospitalized or treated in some fashion- another staggering reality.

What to do with these glaring and ugly numbers? A state epidemiologist says a direct approach can work best. If you suspect someone is really down, ask them if they are thinking about suicide. If the response is yes, then get them to someone who can help. There is no point whispering about someone's perceived problems to others. There is no second chance after the fact. If you sense troubling issues related to loss, regret, hopelessness, if you want to be helpful then, according to the co-author of the state Department of Health study, Dan Galanis, address it directly, go right to the source.

If people cannot help themselves, perhaps those around them can be a bit more aware, a bit more conscious of the severity, and at least try to intervene. This trend has to stop, whatever the reasons are in each personal circumstance. You can rightfully lose sight of the many beautiful things we have going for us in this state alongside our concept of ohana when you see stunning figures that indicate we are losing the battle on how to better prevent the loss of any of our youth to suicide. Think about it...

PUBLIC SERVICE ANNOUNCEMENTS, Available spots run throughout the quarter dealing with issues of community concern. (See attachments for lengths and times run.)

**AD2**

- Biohazard/Flush
- Environmental awareness.

**Advertising Council**

- Rappin two/Force Habit
  - Fire safety.
- Choice/Earthsh
  - Environmental awareness.
- Kelly Hu
  - RADD.
- Montage
  - Graduation.
- Dempsey Stroke
  - Awareness.
- Precious Cargo/Four Nine Cinderella/Cropped Kids
  - Booster Seat Education
- Father and Son
  - Domestic Violence Awareness
- Safe Winter
  - S. Asia Earthquake Relief
- Choir/Drama Club
  - Parental Involvement in School
- Mind/Strength/Mental Hurricane
  - Hurricane Mental Health Awareness
- Lisa/David
  - Underage Drinking
- Heroes/Minus Rev.
  - Red Cross/Hurricane Relief
- Help for Schools
  - DOE/Hurricane Relief
- NAB screening children's viewing habits
  - Boss of Bad Guys/Boss of Drugs

**Al-Anon Alateen**

- What It's Like

**Alcoholics Anonymous**

- Reach Out

**Alzheimers Association**

- One in Ten/Grandma/Family Album/Nancy60
  - Disease Awareness.
- Think Ahead
  - Reducing the risk of

**American Cancer Society**

- Trans.LKGD
  - Promotion for Look Good Feel Better program.
- Love you Tutu/My name is/Rachels Tips/Audition/Best Friend
  - Disease Education.

**American Dental Association**

- Dudley and Friends
  - Child dental care.

**American Diabetes Association**

- Symptoms
  - Disease Education.

**American Diabetes Foundation**

- Why would I
  - Disease education.

**American Heart Association**

- Deadly Words/Fast Action/Hard to Remember
  - Disease Education.
- Heart Walk 2006

**American Liver Foundation**

- Hepatitis B
  - Information on getting tested

**American Oceans Campaign**

- Wipeout
  - Environmental campaign.

**American Red Cross**

- There is a Place

**Arthritis Foundation**

- Soccer/Herschel
  - Disease Education.

**ASFS (American School Food Service Association)**

- Math Class
  - Nutrition

**Big Brothers/Big Sisters**

- Sam Choy/Call Today
  - Volunteer recruitment.
- Ashley Lelie

- Volunteer recruitment.

**Boys and Girls Club**

- Colin Powell
  - Donation encouragement.
- Passing Notes/Movers
  - Program information.

**Boys and Girls Club of Hawaii**

- dancers/ukulele/the club

**Boys & Girls Town National Hotline**

- Did You Know Teen/Parent

**Catholic Campaign Human Development Poverty**

- Picture Gallery

**Centers for Disease Control**

- Colorectal Cancer
- Always Give Hugs
  - Parenting
- Flu Campaign
  - increase vaccination rates
- Grandkids

**Coalition for a Drug Free Hawaii**

- Express/D is for Dumb/Okay to Pass/Bee Ball Game/Partycam/Andy Macdonald/Venus & Serena/When Others Ask/Drowning/Wrapped Up
  - Drug education.

**Combined Federal Campaign**

- Heroes of the Pacific

**Cure Autism Now**

- Walk Now Hawaii
  - fundraiser

**Dave Thomas Foundation for Adoption**

- Every Child Needs Love/Birthday Party/Johnny W.

**Department of the Attorney General**

- Home Safety/Drugs/Gangs/Neighborhood/Choices/Peer Pressure/McGruff Truck 02

**Department of Health and Human Services (DHHS)**

- Crosswalk
- Drug Addiction

**Department of Public Works (Refuse)**

- Glass/Aluminum/Steel/What you Gonna Do
- Recycling information.

**Department of Transportation**

- Turn Signals/Blk Intersection/Slow traffic/Seat Belt/Signal Turns/Visibility
- Road safety.

**Department of Transportation Services**

- Handi-Van
- Transportation information.

**Environmental Defense Fund**

- Product/Trees
- Environmental Awareness.

**Executive Office on Aging**

- Sage Plus/Elderly at Home
- Help for Elderly.
- Caregiver
- Help for Caregivers.

**Foundation For A Better Life**

- Cafeteria/Everyday Heroes/Honesty/Generosity

**Get Healthy Now (HMSA)**

- Five a day HMSA/Get Outside/Oil Change/Herman Frazier
- Nutrition/Health

**Good Beginnings Alliance**

- First 5 Years
- Child early education.

**Habilitat**

- Locker Room/Hearse
- Help information.

**Hawaii Bone Marrow Donor Registry**

- Be a Hero
- Registration and Donation encouragement.

**Hawaii Career Resource Network**

- Get Moving

-encourage students to think about their future educ./career goals

**Hawaii Lupus Foundation**

- Into the Loop
- Disease Awareness.

**Hawaii Psychological Association**

- 2006 Awards
- Program Promotion.

**Hawaii State Civil Defense**

- Shopping list/Hazards 1,2,3/Tsunami/Hurricane
- Safety.

**Hawaii State Library**

- Delima Library
- Library book return encouragement.

**Hawaiian Humane Society**

- Tiger
  - Spay/Neuter encouragement.
- Balancing Bone/MaryJane&Muffy
  - Older dog/cat adoption encouragement.
- 

**Honolulu City & County**

- Underage Drinking

**Honolulu Symphony Orchestra**

- Emotions
- Find a concert nearby

**Hospice Hawaii**

- Hospice Care
- Informational spot.

**HPD/Information Resources**

- Stop Sign/Carry Passenger
  - Bike Safety.
- Maile Alert
  - Child Safety.

**Human Rights Campaign**

- Parenthood/Friends
- Hate/Racism awareness.

**Junior Achievement**

- Twenty Kids

- Volunteer to teach.

**Juvenile Diabetes**

- ZFBB-8083
- Disease awareness.

**KHNL/K5 PSAs**

- Letter
- 911 information/use.
- JBettis/Joyner Kersee/Van Dyken
- Asthma awareness.

**KHNL TMYK**

- MB Teen/MB Parenting/ Marvin Lupus/Diane Recycle/Marvin Kids/Alc
- Teen Encouragement, Parenting, Hawaii Lupus Foundation, and Recycling.

**Kids Voting Hawaii**

- Kids Voting 1 &3

**Leukemia/Lymphoma Society**

- Goals Landon Donovan
- Awareness

**Links Inc, The**

- People Like Me
- Organ Donor

**Lung Cancer Alliance**

- No More Excuses
- Get the facts

**Make A Wish Foundation**

- Just A Kid

**March of Dimes**

- Traffic Baby
- Folic Acid during pregnancy education.

**Mother's Against Drunk Driving (MADD)**

- Centerlines/Spinning Btl
- Drunk Driving.

**Muffin and Company**

- Muffin Reading
- Literacy.



**National Arbor Day Foundation**

- Great Thing Growing
- Nature Explore

**National Center for Nutrition and Dietetics**

- Healthy Life
- Eating right.

**National Colorectal Cancer Action Campaign**

- Dominoes
- House Call

**National Commission on Writing**

- Garfield on Writing

**National Crime Prevention**

- McGruff School for fraud prevention

**National Domestic Violence Hotline**

- Make the Call

**National Alcohol and Drug Addiction**

- New Morning

**National Institute on Aging**

- Fountain Youth.

**National Institute on Drug Abuse**

- Text Message

**National Meningitis Association**

- What Shouldn't Happen

**National Safety Council**

- Goin for a Ride
  - Safety seat use.
- Transformatio/Transformatio 2
  - Bike helmet and safety gear use.
- YSAB3460/3461
  - Cell phone use and driving safety.

**National PTA, The**

- Know it all/Standback/School Bus/Bus Safety
  - School bus safety.
- Moments/New Shoes
  - Educational Support.

**National Wildlife Protection**

- Protect
  - Animal rights protection.

**Native Hawaii Library Commission**

- Reading 2/We are Hawaii
  - Literacy

**NATPE**

- Nobody is better/Friends/Hate is an
  - Racism.

**NBC Inc.**

- Various Actors on topics such as...
  - Violence
  - Domestic Violence
  - Drunk Driving
  - Fetal Alcohol Syndrome
  - STDs
  - Staying in School
  - Date Rape
  - Teacher Appreciation
  - Teen Pregnancy
  - Drugs
  - Education

**NFPA (National Fire Protection Agency)**

- Stop Drop Roll/Home Escape
  - Fire Safety.

**No Hope in Dope**

- Various athletes promoting drug free lives.

**Oahu Civil Defense**

- OCD Emergency
  - Hurricane Preparedness.

**Office of Hawaiian Affairs**

- Hawn Language
  - Education.

**Paralyzed Veterans of America**

- Jason Wittling/ Children Thank Veterans/ Don't Forget America's Veterans
  - Info/Write to a veteran

**Partnership for a Drug Free America**

- DECC2146, DEAA1022, 2194, D is for Dumb/Bee-Ball Game/Smoke/Davey & Glitch/Blind/Praise & Reward
- Drug Abuse Education.

**Partnership for Essential Nutrition**

- Weight Loss

**People for the Ethical Treatment of Animals**

- Hurricane PSA

**Preemie Care**

- I Already did
- preparedness.

**Prevent Child Abuse Hawaii**

- Preventable/Ribbon/Think/Time-Out
- Child Abuse Prevention

**Produce for Better Health Foundation**

- Five a Day
- Healthy Eating.

**Project Safe Neighborhoods**

- domestic violence awareness

**Retail Merchants of Hawaii**

- Stem PSA
- Shoplifting.

**River of Life Mission**

- General
- Mission support.

**Rotary International**

- Eradicating 30
- Polio

**School Nutrition Association**

- Math Class
- Education

**Shriners Hospital**

- Katie/Sage/Ringo Starr

**Sierra Club**

- Global Warm2/Years

- Environmental awareness.

**Stop The Silence Inc**  
Stop Child Sex Abuse

**Surfrider Foundation**

- Planet Surf
- Environmental Awareness.

**The More You Know (Sponsored)**

- Various (ZNBC####-O/R)
- Literacy/Prejudice/Parenting/Mentoring/Judging/Bullying/Child Abuse/Smoking/Designated Driver/Internet Safety

**US Department of Transportation**

- No Zone 1
- Road Safety.

**Waikiki Health Center**

- Clouds
- Program information.

**Wal-Mart**

- Missing Child
- Campaign information.

**Wave Riders Against Drugs**

- WRAD
- Drug education.

**West Glen**

- Hidden City
- Ocean awareness.

**Winners' Camp**

- Winners Camp
- Leadership Camp Promotion.

**Winners at Work**

- Hire a Winner
- Hiring disabled encouragement.

**Women's Fund of Hawaii**

- Empowering Women/Abuse

**World Wildlife Fund**

- Rainforest

KHNL-TV/13/Honolulu, KHBC-TV/2, KOGG-TV/15

- Environmental awareness.
- People and Places

**Y-Me National Breast Cancer Org.**

- Knowledge is Power

**YMCA Honolulu Chapter**

- Martin Luther King
- John Glenn